

Serial No. 09/864,113

Carl Phillip Gusler

Page 2 of 11

Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Claim 1 (previously amended):

A method for providing enhanced online shopping experiences to online shoppers for automatic association of two or more online shoppers, said method comprising the steps of:

searching a list of concurrently online shoppers according to a set of search criteria, said shoppers each contemporarily being a user of a common virtual shopping resource, said shoppers being otherwise disassociated with each other;

notifying a first online shopper that at least one other concurrently online shopper meets said search criteria; and

automatically associating said first online shopper with said one or more concurrently online shoppers meeting said criteria.

Claim 2 (original):

The method as set forth in Claim 1 wherein said step of notifying a first online shopper comprises providing a buddy position indicator on a graphical map of an online shopping mall.

Claim 3 (original):

The method as set forth in Claim 1 wherein said step of searching a list of concurrently online shoppers according to a set of search criteria comprises searching by an online shopper name criteria.

Serial No. 09/864,113

Carl Phillip Gusler

Page 3 of 11

Claim 4 (original):

The method as set forth in Claim 1 wherein said step of searching a list of concurrently online shoppers according to a set of search criteria comprises searching by an online shopper position criteria.

Claim 5 (original):

The method as set forth in Claim 1 wherein said step of searching a list of concurrently online shoppers according to a set of search criteria comprises searching by an online shopper interest term criteria.

Claim 6 (original):

The method as set forth in Claim 1 wherein said step of searching a list of concurrently online shoppers according to a set of search criteria comprises searching by an online shopper position proximity criteria.

Claim 7 (original):

The method as set forth in Claim 1 wherein said step of automatically associating said first online shopper with said one or more concurrently online shoppers comprises setting position coordinates for both shoppers to equivalent values.

Claim 8 (original):

The method as set forth in Claim 1 wherein said step of automatically associating said first online shopper with said one or more concurrently online shoppers comprises establishing a communications session between said online shoppers.

Claim 9 (original):

The method as set forth in Claim 8 wherein said step of establishing a communications session between said online shoppers further comprises making a record of said communications session.

Serial No. 09/864,113

Carl Phillip Gusler

Page 4 of 11

Claim 10 (previously amended):

A computer readable medium encoded with software for providing enhanced online shopping experiences to online shoppers for automatic association of two or more online shoppers, said software when executed by an online shopping computer system causing computer system to perform the following actions:

search a list of concurrently online shoppers according to a set of search criteria, said shoppers each contemporarily being a user of a common virtual shopping resource, said shoppers being otherwise disassociated with each other;

notify a first online shopper that at least one concurrently online shopper meets said search criteria; and

automatically associate said first online shopper with said one or more concurrently online shoppers meeting said criteria.

Claim 11 (original):

The computer readable medium as set forth in Claim 10 wherein said software for notifying a first online shopper comprises software for providing a buddy position indicator on a graphical map of an online shopping mall.

Claim 12 (original):

The computer readable medium as set forth in Claim 10 wherein said software for searching a list of concurrently online shoppers according to a set of search criteria comprises software for searching by an online shopper name criteria.

Claim 13 (original):

The computer readable medium as set forth in Claim 10 wherein said software for searching a list of concurrently online shoppers according to a set of search criteria comprises software for searching by an online shopper position criteria.

Serial No. 09/864,113Carl Phillip GuslerPage 5 of 11**Claim 14 (original):**

The computer readable medium as set forth in Claim 10 wherein said software for searching a list of concurrently online shoppers according to a set of search criteria comprises software for searching by an online shopper interest term criteria.

Claim 15 (original):

The computer readable medium as set forth in Claim 10 wherein said software for searching a list of concurrently online shoppers according to a set of search criteria comprises software for searching by an online shopper position proximity criteria.

Claim 16 (original):

The computer readable medium as set forth in Claim 10 wherein said software for automatically associating said first online shopper with said one or more concurrently online shoppers comprises software for setting position coordinates for both shoppers to equivalent values.

Claim 17 (original):

The computer readable medium as set forth in Claim 10 wherein said software for automatically associating said first online shopper with said one or more concurrently online shoppers comprises software for establishing a communications session between said online shoppers.

Claim 18 (original):

The computer readable medium as set forth in Claim 17 wherein said software for establishing a communications session between said online shoppers further comprises software for making a record of said communications session.

Serial No. 09/864,113

Carl Phillip Gusler

Page 6 of 11

Claim 19 (previously amended):

A system for providing enhanced online shopping experiences to online shoppers for automatic association of two or more online shoppers, said system comprising:

a master list of concurrently online shoppers, said shoppers each contemporarily being a user of a common virtual shopping resource, said shoppers being otherwise disassociated with each other;

a buddy list searching facility adapted to search said master list of concurrently online shoppers according to a set of search criteria;

an online shopper notifier for notifying a first online shopper that at least one concurrently online shopper meets said search criteria; and

a shopper associator adapted to automatically associating said first online shopper with said one or more concurrently online shoppers meeting said criteria.

Claim 20 (original):

The system as set forth in Claim 19 wherein said notifier comprises a buddy position indicator on a graphical map of an online shopping mall.

Claim 21 (original):

The system as set forth in Claim 19 wherein said searching facility is adapted to search by an online shopper name criteria.

Claim 22 (original):

The system as set forth in Claim 19 wherein said searching facility is adapted to search by an online shopper position criteria.

Claim 23 (original):

The system as set forth in Claim 19 wherein said search facility is adapted to search by an online shopper interest term criteria.

Serial No. 09/864,113

Carl Phillip Gusler

Page 7 of 11

Claim 24 (original):

The system as set forth in Claim 19 wherein said search facility is adapted to search by an online shopper position proximity criteria.

Claim 25 (original):

The system as set forth in Claim 19 wherein said associator is adapted to set position coordinates for two or more shoppers to equivalent values.

Claim 26 (original):

The system as set forth in Claim 19 wherein said associator is adapted to establish a communications session between two or more online shoppers.

Claim 27 (original):

The system as set forth in Claim 26 wherein said associator for establishing a communications session between online shoppers further comprises a communications recorder making a record of said communications session.